

Abstract of the Disclosur

5 A bi-directional type broadcasting and delivery
system includes an advertiser system of an advertiser,
an advertising agent system of an advertising agent, a
10 broadcasting station system of a broadcasting station,
a user terminal of a user, and a service system which
are connected to a network. The advertiser determines
policy data for an advertisement program, and
transmits the policy data and a demand of production
15 of an advertisement program of articles of the
advertiser from the advertiser system to the
advertising agent system. The advertising agent
produces the advertisement program based on the poly
data in response to the demand of production of the
20 advertisement program, and the advertising agent
system transmits the advertisement program and the
policy data to the broadcasting station system. The
broadcasting station system broadcasts the
advertisement program. The user terminal receives the
25 advertisement program from the broadcasting station
system and displays the received advertisement
program, wherein a user selects a specific one of the
articles in which the user has interest when the user
views the received advertisement program on the user
terminal, the selection being informed to the service
system with a user ID. The service system prepares a
private page for the user based on detailed data of

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FOOTNOTES

the specific article and the user ID. The user
terminal downloads and displays the private page from
30 the service system, and the user transmits an
instruction for purchase or reservation of the
specific article from the user terminal to the service
system.

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